

Political Advertising Disclaimers



3. Ballot Measure Ads

(by committees primarily formed for a state or local ballot measure)

The disclaimer must include, unless otherwise noted: “Paid for by *committee name*.”

If the committee has **contributors of \$50,000 or more**, the top two contributors must also be identified in the disclaimer by stating, “major funding by” or “top contributors:”, as shown in these examples:

- “Paid for by Citizens in Support of Measure B, Sponsored by the Taxpayers Alliance, Major Funding by ABC Corporation and XYZ Partnership”
- “Paid for by Californians for Education, a Committee Opposed to Proposition 1, Top Contributors are Student Political Action Committee and ZZZ Trade Association”
- “Paid for by Voters in Support of Measure A” (no sponsors or \$50,000 contributors)

Communication	Manner of Display
All mass mailings - more than 200 sent within a calendar month (see note)	<ul style="list-style-type: none">• Committee name/address (on file with Form 410) on outside of mailing in no less than 14-point, bold, sans serif type/contrasting print color• “Paid for by” must be in the same color and font as the committee name/address and immediately in front of or above the name/address
Telephone Calls (more than 200) - made by: <ul style="list-style-type: none">• Vendors (“robo” calls) or• Paid individuals	<ul style="list-style-type: none">• Disclaimer must state that the call is “paid for by” committee name• Must be at least 3 seconds at beginning or end of call
Radio	<ul style="list-style-type: none">• Must be at least 3 seconds either at the beginning or end of the ad• Ad which is 15 seconds or less requires only highest major contributor

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Communication	Manner of Display
Television	<ul style="list-style-type: none"> Both written and spoken at the beginning or end of ad Not less than 4 seconds Size and contrasting color must be legible to the average viewer Ad which is 15 seconds or less requires only highest major contributor <u>Exception</u> - no spoken disclosure required if written statement is shown for at least 5 seconds on a 30 second broadcast or 10 seconds on 60 second broadcast
Electronic Media 1. Websites, blast emails, Facebook posts 2. Ads of limited size (micro bar, button ad, ads limited to 500 characters or less) 3. SMS texts 4. Electronic ads sent in an audio format 5. Electronic ads sent in a video format	<ol style="list-style-type: none"> Disclaimer statement must be in the same font size as majority of text and displayed conspicuously near the ad Ad must provide disclaimer via rollover, link, or other connection to website with the disclaimer Include the committee ID number and if technically possible link to the committee's campaign statement on Secretary of State's website Same requirements as for radio ads above Same requirements as for television ads above
Paid Spokesperson - \$5,000 or more	<ul style="list-style-type: none"> Must also include: "<i>spokesperson's name</i> is being paid by this campaign or its donors" Printed or televised ad: shown continuously in highly visible font Radio broadcast or phone message: spoken in clearly audible format
Paid Spokesperson – Payment of <i>any amount</i> to an individual portraying a member of a licensed or certified occupation (i.e., nurse, firefighter, lawyer) <u>Exception:</u> If the paid individual is actually a member of the occupation portrayed, the committee may omit this disclaimer. The committee must maintain documentation of the individual's license or certification.	<ul style="list-style-type: none"> Must also include: "Persons portraying members of an occupation in this advertisement are compensated spokespersons not necessarily employed in those occupations." Printed or televised ad: shown continuously in highly visible font Radio broadcast or phone message: spoken in clearly audible format

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Newspaper Ads	<ul style="list-style-type: none">• 14-point, bold, sans serif type in contrasting color• Ad which is 20 square inches or less requires only highest major contributor• Also check the Elections Code
A Billboard Yard Signs (more than 200)	<ul style="list-style-type: none">• 5% of height of ad in contrasting color
Door hangers, flyers, posters, and oversized campaign buttons and bumper stickers (buttons 10 inches across or larger and stickers 60 square inches or larger) (all more than 200)	<ul style="list-style-type: none">• 14-point, bold, sans serif type in contrasting color• Ad which is 20 square inches or less requires only highest major contributor

Note: Two display rules exist for mass mailings. A mass mailing must have the committee name/address on the outside of an envelope in 6-point type; while the manner of display for the ad disclaimer requires the committee name in no less than 14-point, bold, sans serif type. A one-page mailer may combine the display rules with both the committee name and address in no less than 14-point, bold, sans serif type although the address may be at 6-point type.

- **Ballot measure committee names.** Specific rules apply to the name of a ballot measure committee - see notes below and Statement of Organization, Form 410, instructions.
 - Within 30 days of a ballot designation, the committee name must include the measure number or letter and whether it supports or opposes the measure
 - A committee controlled by a candidate and a committee that receives \$50,000 or more from a candidate must include the candidate's name
 - A sponsored committee must include the sponsor's name
 - A name or phrase that clearly identifies the economic or other special interest of its major donors of \$50,000 or more is required
 - The name of an employer is required if donors of \$50,000 or more share a common employer
 - Donors of \$50,000 or more must be listed in descending order based on the amount of contributions made (if top two donors gave identical amounts, disclose the most recent)
 - The top two \$50,000 or more donors must be listed first, before other groups such as “concerned citizens,” “consumers,” “taxpayers,” etc.

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The information on this chart does not carry the force of law. If there are any discrepancies between the chart and the Political Reform Act (Act) or its corresponding regulations and opinions, the Act and its regulations and opinions will control.

References: [Government Code Sections](#): 84305, 84310, 84503, 84507, 84509, 84511.
[Title 2 Regulations](#): 18435, 18440, 18450.1, 18450.4, 18450.5.